

PURPOSE: This tool will enable you to analyze your customer’s business, your company and your competitor’s business to determine what is most important to your customers when they make decisions to buy products/services/solutions. Follow Steps 1-5 to complete this analysis.

STEP 1: List in no order what is most important to your customer in their business/role	STEP 2: Rank the top 5 items in order of what is most important to your specific buyer	STEP 3: Based on your SWOT Analysis, rank what your company does best	STEP 4: Based on your SWOT Competitor Analysis, rank what your 2 top competitors do best	
Criterion	Relative Importance	My Company	Competitor Ranking	
			Competitor #1	Competitor #2
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				

STEP 5: What is really most important to your customers and how well does your company and your competitors provide these solutions? How will you re-position your strategies and conversations to earn your customer’s business?

